

Message Text

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R 072355Z AUG 75
FM SECSTATE WASHDC
TO ALL AMERICAN REPUBLIC DIPLOMATIC POSTS
AMCONSUL BELIZE
AMCONSUL CURACAO
AMCONSUL PARAMARIBO
USCINCSO

UNCLAS STATE 187328

INFORM CONSULS

E.O. 11652: N/A

TAGS: BEXP, XM

SUBJECT: COMMERCIAL OFFICERS CONFERENCES-LATIN AMERICA

1. STATE/COMMERCE PREPARING HOLD BACK-TO-BACK LATIN AMERICAN COMMERCIAL OFFICERS CONFERENCES IN SAN JUAN, SEPTEMBER 17-19 AND MEXICO CITY, SEPTEMBER 23-25. PRIMARY PURPOSE TO REVIEW AND PRESENT NEW DIRECTIONS IN STATE/COMMERCE SYSTEMS APPROACH TO MANAGEMENT OF U.S. GOVERNMENT EXPORT MARKETING PROGRAMS ABROAD. CONFERENCES WILL ALSO REVIEW U.S. TRADE POSITION IN AREA AND RELATED POLICY ISSUES. TENTATIVE PLANS HAVE BEEN MADE FOR COMMERCE DEPUTY ASSISTANT SECRETARY HOSTLER AND STATE DEPUTY ASSISTANT SECRETARY BILLER TO HEAD THE WASHINGTON UNCLASSIFIED

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DELEGATION.

2. A. STATE/COMMERCE ABLE INVITE HIGHEST-RANKING COMMERCIAL OFFICER AND HIGHEST RANKING ECONOMIC OFFICER

OF MOST EMBASSIES AND CONSULATES. TRADE CENTER DIRECTOR ALSO INVITED. FOR SMALL E/C SECTION POSTS, OUR INTENTION IS TO INVITE EITHER DESIGNATED COMMERCIAL OFFICER OR E/C OFFICER WHO CAN PROVIDE BENEFIT OF COMMERCIAL EXPERIENCE AND CONTINUITY AT POST. B. SELECTION FOR MEXICO CITY OR SAN JUAN CONFERENCE DETERMINED MAINLY BY MARKET SIZE AND SIMILARITIES IN TERMS OF COMMERCIAL PROGRAM MANAGEMENT, WORKLOAD, PROMOTIONAL EVENTS, AND

TYPES OF MARKETING PROBLEMS ENCOUNTERED. THUS, OFFICERS FROM CCP COUNTRIES PLUS CHILE AND PERU TOGETHER FOR MEXICO CITY CONFERENCE, AND OTHER CAP COUNTRIES TOGETHER FOR SAN JUAN. C. BASED ON THESE CRITERIA, STATE/COMMERCE PROPOSE FOLLOWING PARTICIPANTS FOR EACH CONFERENCE;

CONFERENCE 1 - SAN JUAN, SEPTEMBER 17-19, 1975

NASSAU: GENTA HAWKINS
BRIDGETOWN: BRUCE PORTER
LA PAZ: EDGAR ROJAS, JAMES LANDBERG
SAN JOSE: GEORGE OGG, CHARLES DUDLEY
SANTO DOMINGO: ISHMAEL LARA, DAN BOWEN
SAN SALVADOR: RALPH WINSTANLEY
GUATEMALA: RALPH GRIFFIN, ALEXANDER FULLER
PORT AU PRINCE: DANIEL GRANT
TEGUCIGALPA: DONALD MCNALLY
KINGSTON: CAROLYN KINGSLEY
CURACAO: DONALD KREISBERG
MANAGUA: JAMES GORMAN
PANAMA: JOHN PANOS, JOHN STAHLMAN
ASUNCION: GEORGE KACHMAR
PORT OF SPAIN: JAMES TODD
MONTEVIDEO: STUART LIPPE
GEORGETOWN: EDWARD TORRE
PARAMARIBO: MARTIN JACOBS

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CONFERENCE 2 - MEXICO CITY, SEPTEMBER 23-25, 1975

BUENOS AIRES: WILLIAMS BEAL, PETER JONES
BRASILIA: CLAUS RUSER, MELISSA WELLS
RIO DE JANEIRO: DANIEL TAHER
SAO PAULO: MARTIN HEFLIN
PORTO ALEGRE: ROBERT ROEHR
SANTIAGO: MOORHEAD KENNEDY, PATRICK FITZGERALD
BOGOTA: MELVIN SINN, STEPHEN GIBSON
MEDELLIN: JOHN YOULE
MEXICO CITY: WILLIAM HAYNE, G. ALONZO STANFORD, TCD
GUADALAJARA: BRUCE MALKIN
MONTERREY: JOHN MULLIN

HERMOSILLO: PETER WOOD
CARACAS: JOHN MILLS, DARWIN SWETT
LIMA: EDWARD CHENEY, RICHARD RUEDA
QUITO: EDWARD COHEN, NORMAN LABRIE
GUAYAQUIL: WILLIAM SCHRAGE

3. FOR MEXICO CITY: STATE AND COMMERCE LOOK FORWARD TO ATTENDANCE AND PARTICIPATION SUBSTANTIAL NUMBER OF OTHER POST COMMERCIAL AND ECONOMIC FSO/FSLs IN ADDITION TO THREE INVITEES LISTED ABOVE.

4. SAN JUAN CONFEREES SHOULD PLAN TO ARRIVE DURING DAY SEPTEMBER 16 AND MEXICO CITY CONFEREES DURING DAY SEPTEMBER 22 SINCE IN EACH CASE CONFERENCE PRECEDED BY EVENING RECEPTION ON THOSE DATES TO WHICH CONFEREES INVITED. DUE FULL SCHEDULING DURING CONFERENCE, WIVES ATTENDANCE NOT ENCOURAGED.

5. A. TENTATIVE AGENDA FOR CONFERENCES INCLUDES PANEL PRESENTATION ENTITLED QUOTE HOW TO BE A MORE EFFECTIVE E/C OFFICER UNQUOTE. PANELISTS WOULD ADDRESS THEMSELVES TO EFFECTIVE UTILIZATION OF STAFF TIME IN VARIOUS E/C JOB FUNCTIONS AND OTHER ELEMENTS PROGRAM EXECUTION (FURTHER DETAILS WILL FOLLOW SEPTTEL). WE HOPE ENHANCE VALUE THIS PORTION CONFERENCE AND PROMOTE MEANINGFUL DIALOGUE BY CAREFUL ADVANCE PREPARATION, ENABLING PANELS TO PRESENT SUCCINT ANALYSIS ON WHICH BASE DISCUSSION. B. TO ACHIEVE UNCLASSIFIED

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THIS OBJECTIVE, WE ARE REQUESTING OFFICERS LISTED BELOW BE MADE AVAILABLE FOR APPROXIMATELY FIVE WORKING DAYS PRE-CONFERENCE TRAVEL TO RESEARCH LISTED TOPICS AT POSTS INDICATED. PRESENTATION THUS TO BE BASED ON OFFICERS EXPERIENCE AT HOME POST AND RESEARCH AT POSTS VISITED. COMMERCE AND STATE WILL JOINTLY FINANCE TRAVEL EXPENSES. WE FULLY REALIZE THAT TRAVEL, PANEL PREPARATION, AND CONFERENCE ATTENDANCE WILL RESULT SUBSTANTIAL LOSS OFFICER TIME TO POST, BUT FEEL BENEFIT TO CONFERENCE ATTENDEES AND POTENTIAL USEFULNESS PRE-CONFERENCE RESEARCH IN PROGRAM EVALUATION FULLY JUSTIFY REQUEST. IF PROGRAMMED ACTIVITIES PRECLUDE RELEASE DESIGNATED OFFICER FOR THIS DUTY, WE WILLING SELECT ALTERNATE.

OFFICER	PANEL SUBJECTS	POSTS TO VISIT
SAN JUAN CONFERENCE:		
JAMES TODD	A	PANAMA, SAN JOSE
PORT OF SPAIN		

EDGAR ROJAS	B	GUAYAQUIL, SAN
LA PAZ		SALVADOR

STUART LIPPE C KINGSTON, SANTO
MONTEVIDEO DOMINGO

OFFICER PANEL SUBJECTS POSTS TO VISIT
MEXICO CITY CONFERENCE:

JAMES BELL A LIMA, MEXICO CITY
BOGOTA

ROBERT MILLER B QUITO, CARACAS
MEXICO CITY

DIRCK TELLER C BUENOS AIRES,
SAO PAULO SANTIAGO

PANEL SUBJECTS:

A - COMMERCIAL SERVICES AND REPORTING, INCLUDING
CERP, ADS, WTDR, TOP, FTI
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B - TRADE PROMOTION SUPPORT, INCLUDING SELF-HELP
PROMOTIONS, TRADE FAIRS, TRADE CENTER EXHIBITIONS
(MEXICO), JEEPS, M-IS, CATALOG SHOWS, TRADE MISSIONS,
TECHNICAL SALES SEMINARS, IN-STORE PROMOTIONS.

C - MARKET RESEARCH, INCLUDING GLOBAL MARKET RESEARCH,
POST-CONDUCTED SURVEYS, MARKET SECTORS ANALYSES;
BUSINESS VISITOR HANDLING.

C. ADDITIONAL DETAILS THIS PANEL TO FOLLOW SEPTTEL.

D. POSTS REQUESTED CONFIRM AVAILABILITY OFFICERS ASAP.
ANY RESEARCH POSTS ANTICIPATING DIFFICULTY RECEIVING
PANELISTS SHOULD ALSO INFORM US SOONEST.

6. A. TENTATIVE AGENDA FOR CONFERENCES ALSO INCLUDES
THREE-MEMBER PANEL OF SELECTED FOREIGN SERVICE LOCAL
COMMERCIAL PROFESSIONALS. PANELISTS WOULD BE EXPECTED
TO EXPRESS THEIR VIEWS ON QUOTE ROLE OF PROFESSIONAL
LOCALS IN E/C SECTION UNQUOTE AND TO DESCRIBE THEIR
PRESENT POSITION/DUTIES AND MAKE SUGGESTIONS ON HOW
FSLs CAN MAKE GREATER CONTRIBUTION POSTS E/C OBJEC-
TIVES AND PROGRAMS. B. DUE FUNDING LIMITATIONS AND
LARGE POOL OF FSL TALENT IN MEXICO, SUGGEST MEXICO
CITY FSL PANEL BE NOMINATED ENTIRELY FROM MEXICAN
POSTS. POSTS WHOSE OFFICERS WILL ATTEND SAN JUAN
CONFERENCE ARE INVITED NOMINATE TELEGRAPHICALLY ONE
LOCAL EMPLOYEE WHO HAS DEMONSTRATED SUPERIOR PER-
FORMANCE IN HIS OR HER PRESENT JOB AND WHO HAS
PROMISING CAREER POTENTIAL IN THE EXPORT PROMO-
TION FIELD. THE NOMINEE SHOULD BE THE FSL BEST

ABLE ADDRESS ABOVE TOPIC AND CONTRIBUTE TO
DISCUSSION OF OTHER ISSUES RAISED AT THE CONFERENCE.
NOMINATION SHOULD INCLUDE NAME OF EMPLOYEE, EMPLOYEE'S
DUTIES AT POST AND A SHORT PARAGRAPH OF JUSTIFICATION.
THOSE POSTS WISHING TO NOMINATE AN EMPLOYEE FOR THIS
ASSIGNMENT FOR SAN JUAN SHOULD SUBMIT NOMINATION NO
LATER THAN AUGUST 15. MEXICO CITY SHOULD SUBMIT
NOMINEES FOR MEXICO CITY CONFERENCE ALSO NO LATER
THAN AUGUST 15. C. ADDITIONAL DETAILS THIS PANEL TO
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FOLLOW SEPTTEL.

7. A. OTHER PANEL ON TENTATIVE CONFERENCES AGENDA
INCLUDES PANEL ON MANAGEMENT OF OVERSEAS EXPORT
EXPANSION PROGRAMS, 75 MINUTES FOR WASHINGTON
PERSPECTIVE FOLLOWED BY 75 MINUTES POST PERSPECTIVE.
THESE PANELS INTENDED BE GEARED PRINCIPALLY TO CCP/
CAP ACTIVITIES. FOR POST PERSPECTIVE IN SAN JUAN
CONFERENCE, PROPOSE DANE BOWEN (SANTO DOMINGO),
GENTA HAWKINS (NASSAU), AND GEORGE KACHMAR (ASUNCION).
IN MEXICO CITY CONFERENCE, PROPOSE WILLIAM HAYNE
(MEXICO CITY), MARTIN HEFLIN (SAO PAULO), AND STEPHEN
GIBSON (BOGOTA). POSTS CONCURRENCE REQUESTED ASAP.
B. ADDITIONAL DETAILS THIS PANEL TO FOLLOW SEPTTEL.

8. ALL POSTS REQUESTED CONFIRM OFFICERS ATTENDING
ASAP. ALL NOMINATION AND CONFIRMATION CABLES SHOULD
BE SENT ATTENTION JOHN SIMMONS, EB/CSB/OCA AND DAVID
KATZ, OD/OIM/BIC. THOSE ATTENDING MEXICO CITY
CONFERENCE SHOULD SIMULTANEOUSLY NOTIFY GUY GWYNNE,
CONTROL OFFICER, AMEMBASSY MEXICO.

9. SEPTELS WILL FOLLOW SUPPLYING FISCAL DATA FOR
PARTICIPANTS AND DETAILS OF HOTEL ACCOMMODATIONS,
PROGRAM AND PROGRAM PARTICIPANTS.

10. FOR CARIBBEAN AND CENTRAL AMERICAN POSTS: SEPTTEL
ON POSSIBLE SUB-REGIONAL MEETINGS TO FOLLOW SHORTLY. KISSINGER

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